



BOARD OF APPEAL

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WILLIAM O. HEWETT
FRANKLIN P. PARKER
FRANCIS L. SWIFT
HENRY H. THAYER

KATHARINE E. TOY
Administrative Secretary
Telephone
235-1664

Petition of Firestone Motor Car Co. Inc.

Pursuant to due notice the Board of Appeal held a public hearing in the hearing room on the second floor of the Town Hall at 8:50 p.m. on August 5, 1976, on the petition of Firestone Motor Car Co., requesting a special permit under the provisions of Section XXIIA, Part E. of the Zoning By-law, to erect a standing sign at 234 Worcester Street on property owned by Hastings Realty Corporation. Said sign would be in violation of Section XXIIA, Subpart 3. a. 4 (b) of the Zoning By-law which restricts illuminated signs to not more than two colors and Subpart 3. a. 1. (d) of the Zoning By-law which prohibits standing signs.

On July 16, 1976, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Richard L. Wilder, Attorney, spoke in support of the request.

Statement of Facts

The sign involved is a standing sign to be located within a Business A District. On the premises is a building formerly occupied by the Murray Kaiser Ford Company and now to be occupied by General Motors Corp., Buick Division.

The petitioner seeks permission to relocate the sign involved from 226 Worcester Street to the proposed location at 234 Worcester Street, because of his change in dealership location.

The proposed sign, which was approved by the Board of Appeal in 1975, at its present location, is 11' x 11', supported by two steel poles 19' in height. It has an emblem in red, white and blue above the words, "Buick - Opel". The word, "Buick" is in blue letters on a white background and the word, "Opel" is in gold letters on the same white background. Below the panel is a smaller panel 3'4" x 3'4" with the letters, "EM" in white on a blue background. The face of the sign is plastic, internally lighted with fluorescent bulbs. The sign is to be perpendicular with the street with the pole located 10.2' from the street line and the sign itself to be 8' from the same line. It is to be 90' from Hastings Street on the easterly side and 270' from the westerly side line. A plot plan was submitted, drawn by Philip R. Brown, Land Surveyor, MacCarthy & Sullivan Engineering, Inc., Natick, Mass., dated July 15, 1976, which showed the proposed location of the sign.

Decision

The Board has taken a view of the locus and is of the opinion that a permit for the erection of the standing sign involved as requested by the petitioner, will not be contrary to the public interest or in conflict with the objectives of the By-law.

The Board, therefore, finds that the proposed sign will be in harmony with the general purpose and intent of Section XXIIA of the Zoning By-law and will not be injurious to the neighborhood nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare.

Accordingly, the Board hereby grants permission for the erection of the sign involved in accordance with the plans submitted and on file with this Board.

Henry H. Thayer
Henry H. Thayer

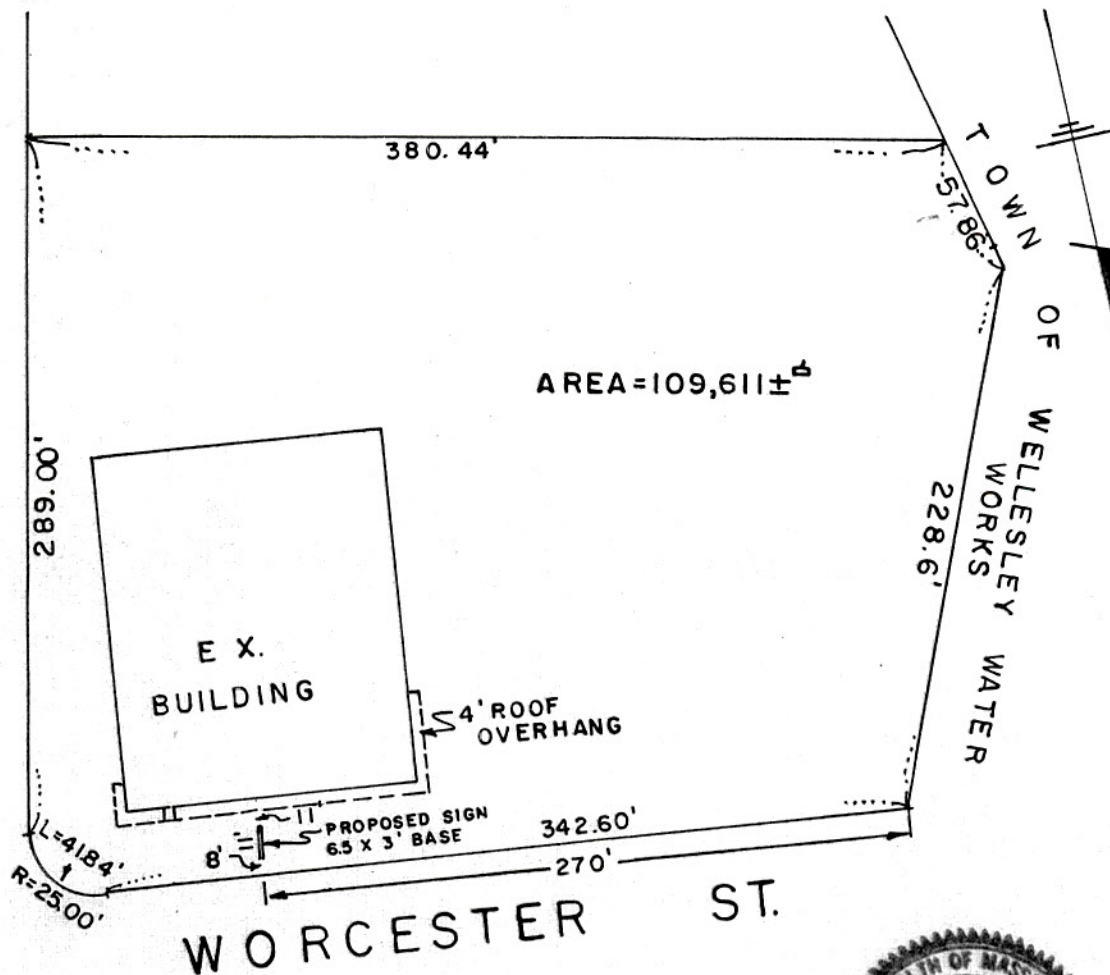
F. Lester Fraser
F. Lester Fraser

William O. Hewett
William O. Hewett

Filed with Town Clerk _____

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17
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TOWN OFFICE

HASTINGS ST.



WELLESLEY
BOARD OF APPEALS



Philip R Brown
PHILIP R. BROWN
REG. LAND SURVEYOR

DATE _____

PLAN OF LAND IN WELLESLEY, MASS.
OWNED BY: HASTINGS REALTY CORP.

SCALE: 1"=80'

JULY 15, 1976

PLAN BY: MAC CARTHY & SULLIVAN ENGINEERING INC.
81 SPEEN ST., NATICK, MASS.